

PATENT
Serial No.: 09/690,199
Docket No. 28150.7
Customer No. 000027683

Listing of Claims

The following listing of claims will replace all prior versions, and listings, of claims in the application.

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1. (Currently amended) A method performed by a computer system, comprising:
storing a version of a mass-produced printed paper; and
forming a reference within the version, wherein the reference is a hyperlink being
associated with an operation and at least a portion of the version, wherein the version is being
displayable on a display device as a likeness of the paper, and wherein the portion is being
selectable to cause performance of the operation.
2. (Original) The method of Claim 1 wherein the forming comprises:
forming the reference within the version, wherein the portion is displayable on the
display device as a likeness of an advertisement within the paper.
3. (Currently amended) The method of Claim 2 wherein the forming comprises:
forming the reference within the version, wherein the ~~reference specifies a hyperlink~~
specifies to a website associated with the advertisement.
4. (Currently amended) The method of Claim 1 wherein the forming comprises:
forming the reference within the version, wherein the ~~reference specifies a hyperlink~~
specifies to a website, and wherein the operation includes displaying the website.
5. (Currently amended) The method of Claim 1 wherein the forming comprises:
forming the reference within the version, wherein the reference specifies a file, and
wherein the operation includes displaying ~~the~~ a visual image in response to the file.

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6. (Original) The method of Claim 1 wherein the forming comprises:
forming the reference within the version, wherein the reference specifies a file, and
wherein the operation includes outputting audio signals in response to the file.

7. (Original) The method of Claim 1 wherein the forming comprises:
forming the reference within the version, wherein the reference specifies a script, and
wherein the operation includes executing the script.

8. (Currently amended) A system, comprising:
a computing device for:
storing a version of a mass-produced printed paper; and
forming a reference within the version, wherein the reference is a hyperlink-being
associated with an operation and at least a portion of the version, wherein the
version is-being displayable on a display device as a likeness of the paper, and
wherein the portion is-being selectable to cause performance of the operation.

9. (Original) The system of Claim 8 wherein the portion is displayable on the display device as a likeness of an advertisement within the paper.

10. (Currently amended) The system of Claim 9 wherein the reference specifies a hyperlink specifies to a website associated with the advertisement.

11. (Currently amended) The system of Claim 8 wherein the reference specifies a hyperlink specifies to a website, and wherein the operation includes displaying the website.

12. (Currently amended) The system of Claim 8 wherein the reference specifies a file, and wherein the operation includes displaying the a visual image in response to the file.

13. (Original) The system of Claim 8 wherein the reference specifies a file, and wherein the operation includes outputting audio signals in response to the file.

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14. (Original) The system of Claim 8 wherein the reference specifies a script, and wherein the operation includes executing the script.

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15. (Currently amended) A computer program product, comprising:
a computer program processable by a computer system for causing the computer system to:
store a version of a mass-produced printed paper; and
form a reference within the version, wherein the reference is a hyperlink being
associated with an operation and at least a portion of the version, wherein the
version is being displayable on a display device as a likeness of the paper, and
wherein the portion is being selectable to cause performance of the operation;
and
an apparatus from which the computer program is accessible by the computer system.

16. (Original) The computer program product of Claim 15 wherein the portion is displayable on the display device as a likeness of an advertisement within the paper.

17. (Currently amended) The computer program product of Claim 16 wherein the reference specifies a hyperlink specifies to a website associated with the advertisement.

18. (Currently amended) The computer program product of Claim 15 wherein the reference specifies a hyperlink specifies to a website, and wherein the operation includes displaying the website.

19. (Currently amended) The computer program product of Claim 15 wherein the reference specifies a file, and wherein the operation includes displaying the-a visual image in response to the file.

20. (Original) The computer program product of Claim 15 wherein the reference specifies a file, and wherein the operation includes outputting audio signals in response to the file.

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21. (Original) The computer program product of Claim 15 wherein the reference specifies a script, and wherein the operation includes executing the script.